Application No. 08/935,116
Reply to the Board Decision dated September 9, 2004 and
  the final Office Action dated September 18, 2001

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

8. (Previously Presented) A system for accumulating customer transaction data at the point-of-sale in a retail establishment and for effectuating customer promotion on the basis thereof, comprising:

a terminal for entering unique customer identification codes from customer identification presented at the point-of-sale in a retail transaction;

means for allowing entry of customer transaction data;

a processor and a memory responsive to said terminal and said means for allowing entry for creating a database for a plurality of the retail establishment's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code; and

circuitry responsive to said processor, memory, and database for generating a customer information response signal at the point-of-sale during said individual customer's transaction in said retail establishment upon detection of a unique identification code of said individual customer, said signal being related to said individual customer's transaction data in shopping visits prior to the current shopping visit, and said signal providing information at said point-of-sale terminal derived from said database and useful for effectuating targeted customer promotion.

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9. (Previously Presented) A system for accumulating and using customer transaction data at the point-of- sale in a retail establishment comprising:

apparatus for entering unique customer identification codes from customer identification presented at the point-of-sale in said retail establishment;

a terminal for entering customer transaction data at the point-of-sale in said retail establishment;

a processor and a memory responsive to said apparatus and said terminal for creating a database for a plurality of the retail establishment's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code; and

circuitry associated with said memory and responsive to the entry of said individual customer's identification code during a transaction at the point-of-sale, said circuitry being operable to generate a customer information response signal at the point-of-sale representative of said individual customer's transaction history prior to the current shopping visit, said signal providing information at said point-of-sale terminal derived from said database and useful for effectuating targeted customer promotion.

10. (Previously Presented) A method for accumulating and using customer transaction data at the point-of- sale in a retail establishment comprising the steps of:

entering unique customer identification codes from customer identification presented at the point-of-sale in a retail transaction;

entering customer transaction data;

creating a database for a plurality of the retail establishment's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior

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transactions are stored in association with said individual customer's unique identification

code; and

      generating a customer information response at the point-of-sale during said individual

customer's transaction in said retail establishment upon detection of a unique identification

code of said individual customer, said response signal being related to said individual

customer's transaction data in shopping visits prior to the current shopping visit, and said

response providing information at said point-of-sale derived from said database and useful for

effectuating targeted customer promotion.

      11. (Previously Presented) A method for accumulating and using customer

transaction data at the point-of- sale in a retail establishment comprising the steps of:

      entering unique customer identification codes from customer identification presented

at the point-of-sale in said retail establishment;

      entering customer transaction data at the point-of-sale in said retail establishment;

      creating a database for a plurality of the retail establishment's customers' transaction

data from prior shopping visits, such that data regarding individual customer's prior

transactions are stored in association with said individual customer's unique identification

code;

      accessing said database in response to the entry of said individual customer's

identification code during a transaction at the point-of-sale;

      determining from said database the transaction history of said individual customer;

and

      generating a customer information response at the point-of-sale representative of said

individual customer's transaction history prior to the current shopping visit, said response

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providing information at said point-of-sale derived from said database and useful for

effectuating targeted customer promotion.

12. (Original) A system according to Claim 8, wherein said circuitry generates said

customer information response signal as a function of analysis by said circuitry of said

individual customer's transaction data following said detection of said unique identification

code of said individual customer.

13. (Original) A system according to Claim 9, wherein said circuitry generates said

customer information response signal as a function of analysis by said circuitry of said

individual customer's transaction data following said entry of said individual customer's

identification code.

14. (Original) A method according to Claim 10, wherein said generating step

includes the step of generating said customer information response as a function of analysis

of said individual customer's transaction data following said detection of said unique

identification code of said individual customer.

15. (Original) A method for providing customer services in a retail establishment,

comprising the steps of:

    entering into a point-of-sale terminal a unique identification code for a customer;

    entering into said terminal transaction data relating to the customer's shopping

. transactions;

    generating and maintaining a database, including the step of correlating said

transaction data with said unique identification code;

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responding to entry, during a current transaction, of said unique identification code for

a customer by analyzing said transaction data of the customer, including data in said

database from prior transactions, with or without data from the current transaction, in order to

generate a response which is a function of said data in said database from prior transactions,

and by supplying said response to said terminal during said current transaction in which said

unique identification code is entered, said response including information for effecting a

targeted promotion to the customer.

16. (Original) A method for providing services or promotions to customers in a retail

establishment, comprising the steps of:

entering into a point-of-sale terminal an account number from a payment instrument

presented by a customer, and using said account number as a unique identification code for

the customer;

entering into said terminal transaction data relating to the customer's shopping

transactions;

generating and maintaining a database, including the step of correlating said

transaction data with said unique identification code, said transaction data including data

from at least one past transaction of each customer; and

using said database to effect customer services which include targeted marketing

and/or promotions, said using step including the step of analyzing said transaction data of the

customer.

17. (Currently Amended) A computer implemented system for providing a signal at

a point-of-sale depending upon a customer's shopping history, comprising:

a terminal for entering, during a transaction, a unique customer identification;

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a database <u>local to the point-of-sale,</u> storing transaction data from prior transactions

for a plurality of customers, such that data regarding a customer's prior transactions are

stored in association with an identification of that customer<u>, said database updatable from a</u>

<u>global database concatenated from multiple store databases including said transaction data</u>

<u>from the prior transactions of the customers at multiple stores;</u>

circuitry responsive to the entry of said unique customer identification at said terminal

during said transaction for transmitting to said point-of-sale during said transaction a

customer information response signal; and

wherein said customer information response signal depends upon data stored in said

database indicating dollar amount of at least one prior purchase associated with said unique

customer identification.

18. (Original) The system of claim 17 wherein said customer information response

signal depends upon dollar amount of a plurality of prior purchases associated with said

unique customer identification.

19. (Original) The system of claim 17 wherein said customer information response

signal also depends upon a frequency of prior purchases associated with said unique customer

identification.

20. (Original) The system of claim 17 wherein said terminal can also receive

customer transaction data.

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21. (Original) The system of claim 17 wherein said data regarding said individual customer's prior transactions stored in association with said individual customer's identification in said database includes transaction frequency and dollar amount.

22. (Currently Amended) A computer implemented method for providing a signal at a point-of-sale depending upon a customer's shopping history, comprising the steps of:

entering in a terminal, during a transaction, a unique customer identification;

storing, in a database local to the point-of-sale, transaction data from prior shopping transactions for a plurality of customers, such that data regarding a customer's prior transactions are stored in association with said an identification of that customer, said database updatable from a global database concatenated from multiple store databases including said transaction data from the prior transactions of the customers at multiple stores;

transmitting to a point-of-sale during said transaction a customer information response signal in response to the entry of said unique customer identification at said terminal during said transaction; and

wherein said customer information response signal depends upon data stored in said database indicating dollar amount of at least one prior purchase associated with said unique customer identification.

23. (Original) The method of claim 22 wherein said customer information response signal depends upon dollar amount of a plurality of prior purchases associated with said unique customer identification.

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24. (Original) The method of claim 22 wherein said customer information response signal also depends upon a frequency of prior purchases associated with said unique customer identification.

25. (Original) The method of claim 22 further comprising the step of receiving in said terminal customer transaction data.

26. (Original) The method of claim 22 wherein said data regarding said individual customer's prior transactions stored in association with said individual customer's identification in said database includes transaction frequency and dollar amount.

27. (Currently Amended) A computer implemented system for updating data in a customer database, comprising:

a terminal for entering, during a transaction, a unique customer identification and transaction data for said transaction;

a database local to a point-of-sale, storing transaction data for a plurality of customers from prior shopping transactions, such that transaction data regarding prior transactions of a customer are stored in association with identification of that customer, said database updatable from a global database concatenated from multiple store databases including said transaction data from the prior transactions of the customers at multiple stores; and

circuitry responsive to the entry of said unique customer identification and said transaction data at said terminal for updating transaction data and a dollar amount of purchases associated with said unique customer identification in said customer database.

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28. (Original) The system of claim 27 wherein said circuitry updates said transaction data associated with said unique customer identification during said transaction.

29. (Original) The system of claim 27 wherein said database also stores a date of said transaction.

30. (Currently Amended) A computer implemented method for updating data in a customer database, comprising the steps of:

entering in a terminal, during a transaction, a unique customer identification and transaction data for said transaction;

storing, in a database local to a point-of-sale, transaction data for a plurality of customers from prior shopping transactions, such that data regarding a prior transactions of a customer are stored in association with identification of that customer, said database updatable from a global database concatenated from multiple store databases including said transaction data from the prior transactions of the customers at multiple stores; and

updating transaction data and a dollar amount of purchases associated with said unique customer identification in said customer database in response to entry of said unique customer identification and said transaction data at said terminal.

31. (Original) The method of claim 30 wherein said circuitry updates said transaction data associated with said unique customer identification during said transaction.

32. (Original) The method of claim 30 further comprising the step of storing in said database a date of said transaction.

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33. (Currently Amended) A computer implemented customer database <u>local to a</u> <u>point-of-sale,</u> comprising stored transaction data from prior point-of-sale transactions for a plurality of customers, such that data regarding a customer's prior transactions are stored in association with an identification of that customer<u>, said database updatable from a global</u> <u>database concatenated from multiple store databases including said transaction data from the</u> <u>prior transactions of the customers at multiple stores</u>, said transaction data including:

dollar amount of purchases and time period.

34. (Currently Amended) A computer implemented customer database <u>local to a</u> <u>point-of-sale,</u> comprising stored transaction data from prior transactions for a plurality of customers, such that data regarding a customer's prior transactions are stored in association with an identification of that customer<u>, said database updatable from a global database</u> <u>concatenated from multiple store databases including said transaction data from the prior</u> <u>transactions of the customers at multiple stores</u>, said transaction data including:

total dollar amount of purchases purchased during a period of time associated with an identification of a customer.

35. (Original) The database of claim 34 wherein said period of time is one of a day and a week.

36. (Original) The database of claim 34 wherein said transaction data further comprises a number of transactions associated with an identification of a customer.

37. (Original) The database of claim 34 wherein said transaction data further comprises a frequency of transactions associated with an identification of a customer.

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38. (Original) The database of claim 34 wherein said transaction data further comprises a frequency of transactions for a specified period of time associated with an identification of a customer.

39. (Original) The database of claim 38 wherein said specified period of time is one of a day and a week.